



For Immediate Release: November 16, 2010

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Here you will find: Husky Flake ice cream, half a million vintage records, authentic African art, and the mouthwatering Georgia Gold pulled pork sandwich
*City launches **Only in Seattle** marketing campaign highlighting “hidden gem” neighborhood stores and restaurants*

SEATTLE – Today the city of Seattle and its neighborhood business district partners launched the **Only in Seattle** marketing campaign, a visually lush celebration of the many locally owned “hidden gem” retail shops and restaurants in Seattle’s unique neighborhoods. From retro video games in Georgetown to Husky Flake ice cream in West Seattle to Seattle’s oldest retail bakery in the Rainier Valley, the dynamic and multi-modal campaign journeys across the city in search of unique experiences, meals, and treasures that you’ll truly find only in Seattle.

Inspired by the “buy local” movement, the city’s Office of Economic Development (OED) worked with local business owners and neighborhood leaders to develop a campaign that would inspire people to discover and explore new neighborhoods and businesses that make up Seattle’s diverse retail community. The initial campaign features locally owned businesses in five Seattle neighborhoods: Ballard, Columbia City, Georgetown, Rainier Valley and West Seattle. Participating neighborhoods applied to the city to be part of the initial campaign and were selected from a group of nearly a dozen neighborhoods. Additional neighborhoods are invited to apply to be part of the campaign in 2011.

“This campaign shows why Seattle truly is the city of neighborhoods,” said Deputy Mayor Darryl Smith. “We simply cannot have vibrant, safe, sustainable communities without successful, locally owned small businesses. I hope this campaign will encourage Seattleites to seek out these exciting and unique businesses in their own neighborhoods and other neighborhoods as well.”

By focusing on the unique character of individual businesses and neighborhoods, the campaign encourages intracity exploration, increased traffic to one-of-a-kind local shops and restaurants, and a sense of community ownership and place.

“Local businesses create jobs, improve our quality of life, and keep dollars here at home,” said City Council President Richard Conlin. “The city is proud to support Seattle’s neighborhood businesses through marketing and promotion efforts like Only in Seattle, tailored financial tools, individual technical assistance, and public safety and pedestrian improvements.”

In addition to online, print and transit ads that will promote the campaign through early 2011, the campaign is anchored by an all-new website, www.onlyinseattle.org, that showcases each of the neighborhoods and businesses within the campaign. The website will serve as a home for the Only in Seattle campaign and will grow to include more businesses and neighborhoods as the campaign expands in 2011.

"I am excited to participate in this campaign and am glad that the city is working to support and celebrate businesses like mine," said Linda Walsh, owner of Clementine Shoes in West Seattle. "There's no better time than the holiday season to try out a new store, meet a neighbor, and support a great local business. Plus - our stores carry one-of-a-kind gifts that you won't find anywhere else!"

The Office of Economic Development promotes a healthy business environment for neighborhood business districts and business organizations. The Only in Seattle campaign is only one of numerous OED-funded projects and activities that improve and strengthen local business districts.

"Locally owned businesses are the heart and soul of neighborhood business districts," said Beth Williamson Miller, Executive Director of the Ballard Chamber of Commerce. "Only in Seattle does a great job capturing the quirky, irresistible character of Ballard businesses like Bop Street Records and Bastille Café. We're hopeful that the campaign will raise awareness of these gems right here and across the city."

The Only in Seattle campaign also supports goals articulated in the Seattle Jobs Plan, a vision for sustainable, next-generation economic development that emphasizes the city's commitment to supporting Seattle's vibrant neighborhoods – the places where small businesses thrive, communities engage, and jobs are created.

The campaign is a clean, modern, sophisticated spin on typical citywide "buy local" campaigns, which emphasize keeping shoppers and their dollars at locally owned neighborhood businesses.

"We were tasked with creating a 'buy local' campaign and encouraging people to shop and dine in their own backyards," said Tad Harmon, Creative Director of 206 Inc., the Seattle-based marketing company that developed the campaign. "But 'buy local' is at risk of becoming an overused cliché that at times implies that you are compromising where you really want to shop or eat. What we found in these neighborhoods were wonderful 'hidden gems,' cafés, boutiques, restaurants and stores, operated by passionate, knowledgeable, independent owners, that offer experiences you can only find if you take the time to visit and explore."

OED was pleased to work with these five neighborhoods this year, and looks forward to expanding the program in the coming year. Neighborhoods interested in applying for funding through OED's Only in Seattle program should contact Karen Selander at (206) 733-9256.

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